

**BEFORE THE FEDERAL COMMUNICATIONS COMMISSION  
WASHINGTON, DC 20554**

In the matter of

Rules and Regulations Implementing the  
Telephone Consumer Protection Act of 1991

Petition for Declaratory Ruling of All About  
the Message, LLC

:  
: CG Docket No. 02-278  
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**COMMENTS OF VINCENT LUCAS**

**EXHIBITS**



Call us now at 1.866.611.7667

OUTBOUND SERVICE

SAMPLES

ABOUT US

FREE SERVICE

CAREERS

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## WHAT'S IN IT FOR YOU

- Trial / test campaigns.
- No lock-in contract
- Zero programming fees
- Start your campaign within hours.
- Get daily reports charting your progress
- Receive your leads as they are discovered.
- Reduce sales cycle, & expedite production.
- Lead Generation & Script Assistance.



## What you get

- Detailed reporting.
- Free script advice.
- Fast service, with low cost.
- Start your campaign in minutes.
- Professional guidance on known success methods.
- Free voice talent to record your message.
- Online dashboard with hands-free campaign monitoring

## Voicecasting® Described

### What is Voicecasting® ?

Voicecasting® is our registered trademark of 1997, for Ringless Voice Broadcast services. It is a software system that will deliver a message to someone's voicemail without ringing their phone. The message is pre-recorded by you, and broadcasted to thousands of voice mail boxes using the Voicecasting system.

Voicecasting can deliver these ringless messages, in the same fashion as a voice broadcast system, but the phone won't ring. This marketing communications tool, expedites the dissemination of your message at a low cost. Voicecasting® Ringless Voicemail Broadcast is a marketing and lead generation tool, for mass marketing, with the use of Ringless Messaging Technology.

Voicecasting is used for both *business to business*, and *business to consumer* marketing. Ringless Voice Messaging can deliver your message straight to voicemail, and it works on both Cell phones, and Landline phone systems.

### Advanced Calling Technology

Voicelogic was the first in North America (and we believe the world) to develop, and bring to market this in-house proprietary ringless voice broadcasting system. Since 1997, the ringless software has undergone many updates, refinements, and modifications to be compatible with the most diverse phone systems in the market place. Our ringless software is the most advanced, due to many years of usage in the market place, testing, and customer input. To stake our claim, to Ringless Voice Broadcasting, we named it "Voicecasting", and trademarked it in 1997, in Canada. As such, Voicelogic is the North American leader of Ringless Voice Broadcasting services.

In 2004, the CRTC approved ringless voice broadcasting as a legal service, complying to CRTC regulations. This CRTC decision was made on October 4, 2004, Telecom Decision CRTC 2004-65, in favor of Voicelogic. Voicelogic was the first to seek and obtain approval from the regulatory agencies for the use of ringless voice messaging, for mass marketing.

### Service Area

The ringless voice broadcasting works in USA, Canada, Mexico, United Kingdom, and other foreign

## Get a Free Campaign Consultation now!

\* Name:   
\* Company:   
\* Phone:   
\* Your Email:   
Your Request:   
 \* mandatory field

## Innovative Marketing

Deliver your message to a live prospect, or to voicemail, on the first call, to receive maximum impact.

Learn More

Send your message to their voice mail box, without ringing their phone.

Learn More

Our senior consultants provide you with complementary Professional Campaign Guidance and market advice.

Learn More

countries.

Before you make a final decision, get a consultative quote, with market advice, tailored to your campaign.



## Listenership

Most individuals will listen fully to a voice mail message before deleting, especially to an unfamiliar message. Very few will delete a voice message without learning who it's from, and what it's about. This aspect gets your message heard. Recipients return the call at their leisure, instead of being forced to engage with a live voice call, at an inopportune time. This further reduces the annoyance factor. Ringless Voice Mail messaging is much more acceptable, and tolerated than with a ringing phone. The complaint factor will be reduced almost to zero.

## Why use Ringless Voice Mail broadcasting ?

Almost 85% of your phone calls or customer retention calls never reach a live person, .....they end up in voice mail. Most of your staff can only make 50 to 70 sales calls per day.

Ringless voice broadcasting liberates you from repetitive out-bound calling, and repeating the same message, or sales pitch into a customer's voice mail box. Maximize your time wisely and concentrate on in-bound customer inquiries, from your automated outbound marketing efforts.

With Ringless Voicemail Broadcasting you can focus on what you do best and eliminate the following activities;

- Dialing phone numbers
- Ringing the phone
- Waiting for an answer
- Negotiating with reception
- Being put on hold
- Waiting for the right party to attend the phone
- Getting thrown into voicemail
- Verbally repeating another message into voice mail

All these activities cost valuable time and delay your selling cycle. Pay your sales staff to negotiate and close the sale from inbound calls. Spend less time on repetitious tasks, and accelerate your outbound campaigns with unprecedented speed. With Ringless Voicemail Broadcast you can make thousands of cold calls per day.



## What is Ringless Voice Broadcast used for?

Ringless Voicemail Broadcast can be used for:

- Follow-up to a direct mail campaign
- Cold calling potential customers
- Client retention and appreciation calls
- Mass delivery using a specific voice such as that of a CEO, or President
- Mass dissemination of timely or critical information on short notice.
- Voicemail Marketing
- Donor retention

Best of all, the client will never know you used Ringless Voicecasting® Voicemail Broadcast, because the message delivered is as clear as if you called and left the message yourself.

## How Ringless Voice Broadcasting came to be

Ringless Voice Broadcasting was developed to take advantage of the growing voice mailbox infrastructure which started to occur around 1997, with the proliferation of cell phones, and computerized voicemail. Built to reduce what some people refer to as annoyance telemarketing

calls. In 1997, Ringless Voicemail Broadcast became a new alternative that will not disturb anyone during delivery of a voice message.

Made with mass communication in mind, Ringless Voicemail Broadcast is an inexpensive means of mass communication.

## Who can use Voicecasting® ?

Any company wishing to maximize their outbound phone calls and deliver a marketing or retention message to a consumer cell phone or landline, can use Ringless Voicemail Broadcast. Any company using an existing outbound call center to call consumers can reduce their costs by using Ringless Voicemail Broadcast.

Companies that require a sales pitch to be consistent, precisely worded, and mass delivered will benefit with Voicecasting® Voicemail Broadcast.

## What is the success rate with Ringless Voice Broadcasting?

Your success rate will depend entirely on the craftiness of your message to the customer, and the quality of your product or service. Your list is also a dominating factor. Ringless Voicemail

Broadcast expedites and multiplies your existing success rate. Our clients have been experiencing great success with Voicecasting® since 1997, and continue to support the service today

## Why use Voice Mail as a medium?

- People will always listen to their voice mail before deleting. You will have a guaranteed listenership for your message.
- Voice mail does not consume fax paper or fax toner, and is not intrusive.
- Your own voice adds a human touch, is as persuasive as you want it to be, and very personal. Your clients will appreciate a personal call. A personal call carries more value than email or direct mail campaigns.
- Your clients will never know, you used Ringless Voicecasting® Voicemail Broadcast to clone your voice, and multiply your phone calling efforts.
- Voicecasting® Voicemail Broadcast costs less than your employee's base pay.
- Voicecasting® Voicemail Broadcast is a faster campaign due to the fact that there is no training required and costs much less than your traditional call center.
- Email lists are very transient. Telephone numbers are more reliable and don't change as often, therefore your campaign will be more successful with a phone list, instead of an email list.

## How Ringless Voice Broadcasting works

Interacting with the Voicecasting® Voicemail Broadcast system is as easy as leaving a voicemail message by phone. You get a secure voicemail box in order to record your message in our central recording system. You can create and record your own script, however we have professionals in-house to help with both the script, and the recording process.

The script can be recorded as many times as necessary to ensure satisfaction. Once the message has been recorded, it is ready to be delivered. You can stipulate when the broadcast will start.

## Ringless Voice Broadcasting benefits

- Fuses the power of direct mail and telemarketing for a fraction of the cost
- Get immediate results
- Guaranteed delivery
- Reaches thousands of people in a matter of minutes
- No production cost
- Access and deliver your message from any touch-tone telephone
- Can target specific geographic areas
- Boasts guaranteed listenership
- Extremely non-intrusive as message goes directly to voicemail without ever ringing the telephone
- One-to-one medium
- Much more cost-effective than conventional telemarketing
- Millions of phone numbers across North America (estimated growth of 30% per year)
- Infinite market applications

## Ringless Voice Broadcasting alternatives

Some alternatives to Voicecasting is regular voice broadcasting , or Voicemail Courier, which all send a message to voicemail, but using different methods.

## Words from our customers

- *"I've been in the marketing business for over 30 years, tried numerous types of services, but I have never received such a fantastic response as I did with Ringless Voice Messaging – in fact I had to slow down calling because of the overwhelming response"* - SE. Sacramento.
- *"Thought you'd like to know that the phone blast last Friday has brought in \$52k. Not a bad ROI on \$4,600 spent."* - AG. Burnaby.
- *"Overall, service was excellent, the job was executed exactly as requested, on time and within budget. I look forward to the next job and working with Voicelogic again."* - JP. Mississauga.
- *"I've looked at all systems, and I believe Voicelogic is the most professional for the prospecting I do. I find that my deliverability is around 80% to landlines, and cell phones where it is much lower with others."* - CC. Virginia
- *"We were very pleased with the outcome of the voicemails. Our phone immediately started ringing and I was able to capture new agents to work for us. We are definitely doing this again very soon."* - CM Dallas.
- *"David and his team exceeded expectations! We were very pleased with their result!"* - SR. Massachusetts.
- *"I have to say the level of interested customers is very impressive. This has definitely been keeping my group busy! 715 total as of yesterday. Is this typical or High?"* - IS. Clearwater

keeping my group busy. It's better as yesterday. It's the typical of right. It's clear that.

- "Send me a repeat order. This is the best marketing solution I've come across in years" - J.L. Islandia, NY.
- "Ringless Messaging works just fine, but it was your expert advice that really made my campaign a winner. Thank you!" - A.F. Hudson, NY.

## Frequently asked questions

### What is Voicecasting?

Voicecasting® is ringless automatic voice message delivery system. We take a message recorded by you, and drop it inside everyone's voice mail box. This is a ringless voicemail delivery service.

### How do you deliver a recorded message?

We access the local phone company computer system and deliver a recorded voice message directly into a resident's voice mail box.

### How do I get started?

First, book your campaign  
Pre-pay for the service  
Then, record your message

### How fast can my campaign start?

Within minutes of creating your account.

### How many messages can you deliver?

We can deliver thousands of messages per day.

### When do you make the calls?

All within sanctioned government calling regulations

### How do I pay for the service?

This service can be paid online

### Who records the message?

You can record the message, but we have in-house staff that will help you.

### What is the maximum length of the message?

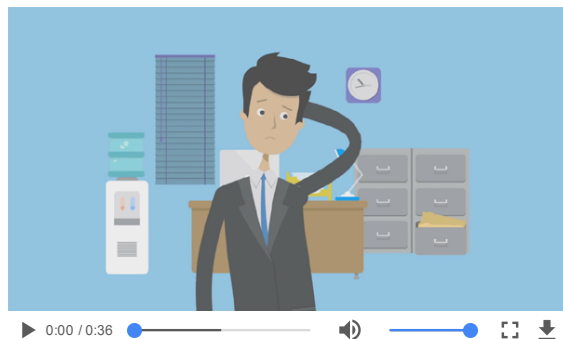
It can be any length, but we recommend 30 seconds

### What does the message sound like after its delivered?

Message quality is identical to your initial recording.

## Unbeatable.

We are wholesale service providers of Ringless Voice Messaging. Our rates are unbeatable. We are the service provider for many resellers. Our in-house software is the most advanced for ringless broadcast services. Call us today, and speak live with an experienced communications consultant.



## OUTBOUND SERVICES

voicemailcourier

faxbroadcasting

emailbroadcasting



Voicelogic - Toronto, ON Canada  
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Toronto, Ontario  
M8Z 3C5

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Petition for Declaratory Ruling of All About  
the Message, LLC

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**DECLARATION PURSUANT TO 28 U.S.C. § 1746 OF VINCENT LUCAS**

State of Ohio

County of Clermont ) ss.

1. I, Vincent Lucas, have personal knowledge of the facts herein set forth.
2. I have a cell phone on a prepaid minutes plan.
3. Whenever I receive a new voice message for my LG cell phone, my phone makes an audible new-voice-message sound (unless the cell phone is operating in silent or vibrate only mode.)  
  
The voice-message sound is made as soon as the cell phone receives a notification of the new message. From experimentation, if my cell phone is on and within range of cellular service, the new-voice-message notification occurs as soon as the voice message is recorded.
4. If I ignore the new-voice-message sound, my LG phone repeats the new-voice-message sound every two minutes until I respond to it in some way.
5. I find the new-voice-message sound highly distracting.
6. I am charged minutes from my prepaid plan any time that I use my cell phone to listen to a voice message or delete a voice message from the system.
7. I am charged minutes from my prepaid plan any time that I use my cell phone to call back or text message a telemarketer to tell them to stop calling me.

*I declare under penalty of perjury that the foregoing is true and correct. Executed on May 18, 2017.*

A handwritten signature in black ink, appearing to read "Vincent Lucas", written over a horizontal line.

Vincent Lucas